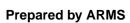




		Counties: Shelby, AL
2000 Total Population		143,293
2000 Group Quarters		1,675
2008 Total Population		188,369
2013 Total Population		221,746
2008 - 2013 Annual Rate	e	3.32%
2000 Households		54,631
2000 Households 2000 Average Household	d Size	2.59
2000 Average Households	u Size	73,283
2008 Average Household	d Size	2.55
2013 Households	d 0120	86,982
2013 Average Household	d Size	2.53
2008 - 2013 Annual Rate		3.49%
2000 Families		40,617
2000 Average Family Siz	ze	3.04
2008 Families		53,917
2008 Average Family Siz	ze	3.03
2013 Families		63,412
2013 Average Family Siz		3.03
2008 - 2013 Annual Rate	9	3.3%
2000 Housing Units		59,302
Owner Occupied Housi	sing Units	74.6%
Renter Occupied Hous		17.5%
Vacant Housing Units		7.9%
2008 Housing Units		79,669
Owner Occupied Housi		74.6%
Renter Occupied Hous	sing Units	17.4%
Vacant Housing Units		8.0%
2013 Housing Units		94,585
Owner Occupied Housi		74.1%
Renter Occupied Hous	sing Units	17.8%
Vacant Housing Units		8.0%
Median Household Incor	me	
2000		\$55,368
2008		\$69,407
2013		\$76,777
Median Home Value		<b>*</b> 100.150
2000		\$136,156
2008		\$203,686
2013		\$210,322
Per Capita Income 2000		\$27,176
2008		\$35,843
2013		\$41,269
Median Age		Ψ+1,200
2000		34.8
2008		36.8
2013		37.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

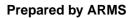




		Counties. Sileiby, AL
2000 Ho	useholds by Income	
Househo	old Income Base	54,601
< \$15,0	000	10.1%
\$15,00	0 - \$24,999	8.4%
\$25,00	0 - \$34,999	10.0%
\$35,00	0 - \$49,999	16.0%
\$50,00	0 - \$74,999	21.9%
\$75,00	0 - \$99,999	14.2%
	00 - \$149,999	11.9%
\$150,0	00 - \$199,999	3.8%
\$200,0	000+	3.7%
Average	Household Income	\$70,906
2008 Ho	useholds by Income	
Househo	old Income Base	73,283
< \$15,0	000	7.7%
\$15,00	0 - \$24,999	6.4%
\$25,00	0 - \$34,999	7.6%
\$35,00	0 - \$49,999	11.3%
\$50,00	0 - \$74,999	20.8%
\$75,00	0 - \$99,999	14.5%
\$100,0	000 - \$149,999	21.1%
	000 - \$199,999	3.7%
\$200,0		6.9%
	Household Income	\$91,867
2013 Ho	useholds by Income	
Househo	old Income Base	86,982
< \$15,0	000	6.3%
\$15,00	0 - \$24,999	5.3%
\$25,00	0 - \$34,999	6.1%
	0 - \$49,999	10.0%
	0 - \$74,999	20.8%
	0 - \$99,999	15.3%
	00 - \$149,999	22.9%
	00 - \$199,999	5.6%
\$200,0		7.7%
	Household Income	\$104,956
•	vner Occupied HUs by Value	,
Total		44,220
<\$50,0	000	12.6%
	0 - 99,999	17.6%
	00 - 149,999	27.6%
	100 - 199,999	18.3%
	100 - \$299,999	13.3%
	100 - 499,999	7.7%
	100 - 999,999	2.4%
\$1,000		0.6%
	Home Value	\$168,933
_	ecified Renter Occupied HUs by Contract Rent	
Total		10,177
With C	ash Rent	90.2%
	sh Rent	9.8%
Median F		\$546
Average		\$527
		<u> </u>

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



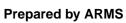




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	Counties: Shelby, AL
2000 Population by Age	
Total 0 - 4	143,293
0 - 4	7.5%
5 - 9	7.4%
10 - 14	7.3%
15 - 19	6.5%
20 - 24	5.8%
25 - 34	15.8%
35 - 44	17.9%
45 - 54	15.0%
55 - 64	8.4%
65 - 74	5.1%
75 - 84	2.6%
85+	0.7%
18+	73.7%
2008 Population by Age	
Total	188,369
0 - 4	7.3%
5 - 9	7.2%
10 - 14	7.2%
15 - 19	6.4%
20 - 24	5.5%
25 - 34	13.5%
35 - 44	16.5%
45 - 54	15.6%
55 - 64	11.5%
65 - 74	5.5%
75 - 84	2.9%
85+	0.9%
18+	74.4%
2013 Population by Age	
Total	221,746
0 - 4	7.2%
5 - 9	7.0%
10 - 14	7.3%
15 - 19	6.6%
20 - 24	5.3%
25 - 34	12.7%
35 - 44	15.5%
45 - 54	15.9%
55 - 64	12.4%
65 - 74	6.2%
75 - 84	2.9%
85+	1.1%
18+	74.5%
10+	14.070
2000 Population by Sex	
Males	49.0%
Females	51.0%
2008 Population by Sex	01.070
Males	49.0%
Females	51.0%
2013 Population by Sex	
Males	49.0%
Females	51.0%



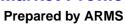




		Counties. Shelby, AL
	2000 Population by Race/Ethnicity	449.000
4	Total	143,293
	White Alone	89.8%
	Black Alone	7.4%
	American Indian Alone	0.3%
	Asian or Pacific Islander Alone	1.0%
	Some Other Race Alone	0.7%
	Two or More Races	0.7%
	Hispanic Origin	2.0%
	Diversity Index	22.0
	2008 Population by Race/Ethnicity	
	Total	188,369
	White Alone	88.2%
	Black Alone	7.9%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	1.5%
	Some Other Race Alone	1.1%
	Two or More Races	0.9%
	Hispanic Origin	3.3%
	Diversity Index	26.5
	2013 Population by Race/Ethnicity	
	Total	221,746
	White Alone	87.5%
	Black Alone	8.1%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	1.7%
	Some Other Race Alone	1.4%
	Two or More Races	1.0%
	Hispanic Origin	3.9%
	Diversity Index	28.6
_	2000 Denulation 2. by Sahaal Envellment	
	2000 Population 3+ by School Enrollment	126 511
<b>A</b> '	Total	136,511
<b>/</b> \	Enrolled in Nursery/Preschool	2.4%
	Enrolled in Kindergarten	1.8%
	Enrolled in Grade 1-8	12.2%
	Enrolled in Grade 9-12	5.6%
	Enrolled in College	4.2%
	Enrolled in Grad/Prof School	1.1%
	Not Enrolled in School	72.7%
	2008 Population 25+ by Educational Attainment	
	Total	125,078
	Less than 9th Grade	3.1%
	9th - 12th Grade, No Diploma	7.3%
	High School Graduate	23.3%
	Some College, No Degree	23.3%
	Associate Degree	6.0%
	Bachelor's Degree	27.0%
	Graduate/Professional Degree	12.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.







(6)30	2008 Population 15+ by Marital Status	
	Total	147,485
	Never Married	21.7%
	Married	64.2%
	Widowed	4.5%
	Divorced	9.6%
Nn.	2000 Population 16+ by Employment Status	
	Total	109,617
,	In Labor Force	70.3%
	Civilian Employed	68.1%
	Civilian Unemployed	2.1%
	In Armed Forces	0.2%
	Not in Labor Force	29.7%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	95.8%
	Civilian Unemployed	4.2%
	2013 Civilian Population 16+ in Labor Force	
	Civilian Employed	96.2%
	Civilian Unemployed	3.8%
	2000 Females 16+ by Employment Status and Age of Children	
	Total	56,713
	Own Children < 6 Only	9.9%
	Employed/in Armed Forces	5.6%
	Unemployed	0.2%
	Not in Labor Force	4.2%
	Own Children < 6 and 6-17 Only	6.7%
	Employed/in Armed Forces	3.4%
	Unemployed	0.1%
	Not in Labor Force	3.2%
	Own Children 6-17 Only	18.7%
	Employed/in Armed Forces	13.2%
	Unemployed	0.4%
	Not in Labor Force	5.1%
	No Own Children < 18	64.6%
	Employed/in Armed Forces	36.4%
	Unemployed	1.2%
	Not in Labor Force	27.0%



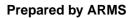




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		Counties. Sileiby, AL
1	2008 Employed Population 16+ by Industry	
	Total	89,963
•	Agriculture/Mining	1.0%
	Construction	8.7%
	Manufacturing	8.2%
	Wholesale Trade	4.9%
	Retail Trade	11.1%
	Transportation/Utilities	4.4%
	Information Finance/Insurance/Real Estate	3.4% 11.5%
	Services	43.9%
	Public Administration	3.0%
	2008 Employed Population 16+ by Occupation	0.070
	Total	89,963
	White Collar	71.5%
	Management/Business/Financial	19.7%
	Professional	24.9%
	Sales	14.9%
	Administrative Support	12.0%
	Services	10.7%
	Blue Collar	17.8%
	Farming/Forestry/Fishing	0.2%
	Construction/Extraction	5.8%
	Installation/Maintenance/Repair	4.3%
	Production	3.9%
	Transportation/Material Moving	3.6%
	2000 Workers 16+ by Means of Transportation to Work	
Þ	Total	73,773
1	Drove Alone - Car, Truck, or Van	86.2%
	Carpooled - Car, Truck, or Van	9.0%
	Public Transportation Wolfred	0.1%
	Walked Other Means	1.0% 0.4%
	Worked at Home	3.2%
		3.2 /0
	2000 Workers 16+ by Travel Time to Work Total	73,773
	Did Not Work at Home	96.8%
	Less than 5 minutes	2.2%
	5 to 9 minutes	7.4%
	10 to 19 minutes	20.8%
	20 to 24 minutes	14.2%
	25 to 34 minutes	26.6%
	35 to 44 minutes	8.4%
	45 to 59 minutes	10.6%
	60 to 89 minutes	4.5%
	90 or more minutes	2.2%
	Worked at Home	3.2%
	Average Travel Time to Work (in min)	28.6
	2000 Households by Vehicles Available	
	Total	54,631
	None	3.4%
	1	26.0%
	2	47.3%
	3	17.1%
	4	4.4%
	5+	1.8%
	Average Number of Vehicles Available	2.0







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2000 Households by Type	
Total	54,631
Family Households	74.3%
Married-couple Family	63.6%
With Related Children	32.0%
Other Family (No Spouse)	10.7%
With Related Children	6.6%
Nonfamily Households	25.7%
Householder Living Alone	21.7%
Householder Not Living Alone	4.0%
Households with Related Children	38.6%
Households with Persons 65+	15.9%
2000 Households by Size	
Total	54,631
1 Person Household	21.7%
2 Person Household	34.5%
3 Person Household	18.7%
4 Person Household	16.7%
5 Person Household	6.1%
6 Person Household	1.6%
7+ Person Household	0.7%
2000 Households by Year Householder Moved In	
Total	54,631
Moved in 1999 to March 2000	21.6%
Moved in 1995 to 1998	36.3%
Moved in 1990 to 1994	17.2%
Moved in 1980 to 1989	13.9%
Moved in 1970 to 1979	6.4%
Moved in 1969 or Earlier	4.5%
Median Year Householder Moved In	1996
2000 Housing Units by Units in Structure	



## Total

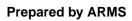
Total	59,302
1, Detached	67.8%
1, Attached	4.2%
2	0.7%
3 or 4	1.6%
5 to 9	3.8%
10 to 19	4.1%
20+	2.5%
Mobile Home	15.2%
Other	0.1%

## 2000 Housing Units by Year Structure Built

Total	59,302
1999 to March 2000	5.7%
1995 to 1998	21.6%
1990 to 1994	16.2%
1980 to 1989	25.7%
1970 to 1979	17.2%
1969 or Earlier	13.5%
Median Year Structure Built	1987

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.







## **Top 3 Tapestry Segments**

1.Up and Coming Families2.Midland Crowd3.Suburban Splendor

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

	business revenue.	
Internal	Apparel & Services: Total \$	\$205,204,627
	Average Spent	\$2,800.17
	Spending Potential Index	104
	Computers & Accessories: Total \$	\$21,760,768
	Average Spent	\$296.94
	Spending Potential Index	124
	Education: Total \$	\$120,306,556
	Average Spent	\$1,641.67
	Spending Potential Index	119
	Entertainment/Recreation: Total \$	\$347,322,383
	Average Spent	\$4,739.47
	Spending Potential Index	128
	Food at Home: Total \$	\$432,370,003
	Average Spent	\$5,900.00
	Spending Potential Index	121
	Food Away from Home: Total \$	\$310,279,497
	Average Spent	\$4,233.99
	Spending Potential Index	124
	Health Care: Total \$	\$369,341,917
	Average Spent	\$5,039.94
	Spending Potential Index	123
	HH Furnishings & Equipment: Total \$	\$205,869,820
	Average Spent	\$2,809.24
	Spending Potential Index	122
	Investments: Total \$	\$97,309,946
	Average Spent	\$1,327.87
	Spending Potential Index	131
	Retail Goods: Total \$	\$2,458,516,723
	Average Spent	\$33,548.25
	Spending Potential Index	124
	Shelter: Total \$	\$1,395,675,368
	Average Spent	\$19,045.01
	Spending Potential Index	123
	TV/Video/Sound Equipment: Total \$	\$129,076,563
	Average Spent	\$1,761.34
	Spending Potential Index	123
	Travel: Total \$	\$172,844,827
	Average Spent	\$2,358.59
	Spending Potential Index	125
	Vehicle Maintenance & Repairs: Total \$	\$90,519,078
	Average Spent	\$1,235.20

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

Spending Potential Index

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